

# Trump and Badenoch are opposing diversity - and big bus...

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As the [FT reports](#) this morning:

*US companies are accelerating their retreat from diversity and inclusion initiatives amid an all-out assault from conservatives emboldened by the election of Donald Trump.*

*The pullback includes Walmart's decision to end some of its diversity, equity and inclusion initiatives last week, and Boeing's move to disband its DEI department earlier this month.*

They added:

*These corporate rollbacks were "the beginning of the cataclysmic shift on DEI" that would accelerate once Trump takes office next year, said Michael Delikat, a partner at law firm Orrick and co-founder of its DEI task force.*

So, let's be clear what DEI is. The UK's Financial Conduct Authority (yes, the one the [UK government has it in for](#)) has a good definition on its website, [they say](#):

*Our colleagues are the key to our success as a regulator. We aim to promote a culture that enables them to speak openly, encourages innovation and supports collaborative working. This helps us to:*

- \* build capability*
- \* enable our people to act decisively*
- \* continuously improve how we operate*

*We aim to foster a diverse and inclusive workplace environment: one that's free from discrimination and bias, celebrates difference, and supports colleagues to deliver at their best.*

*We believe this empowers our people to fulfil their potential and results in better*

*decision making in the public interest.*

They add:

*In 2022, we used an evidence-based approach to conduct a major review of our internal DEI work. Following this review, we launched a new internal DEI programme that will run from 2023 to 2026.*

*The objectives of our DEI programme are to:*

*\**

*address areas of under-representation*

*\**

*make adjustments to deal with imbalances and deliver fair and equitable outcomes for our people*

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*foster an inclusive work environment*

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*establish a strong accountability framework for progress against our DEI outcomes*

As Deloitte [noted in 2018](#), companies that prioritize DEI are six times more likely to be innovative and agile, and twice as likely to meet or exceed financial targets. It would seem obvious why companies should adopt these goals. Doing so reflects what I have described [in this morning's video](#), which is that companies that want to make a profit must, first of all, make people happy - because that is the only way to achieve that outcome.

DEI is, in short, a recognition of the diversity within the human condition. It is about gender, race, orientation, belief and conviction. But it is much more than that. It is about recognising neurodiversity and all that different people can bring to the table within any organisation. Above all else, it is about recognising the importance of difference and creating inclusivity for all. I am totally committed to those ideas.

But Trump and his allies are not. The DEI agenda is an affront to their belief in the superiority of the white, heterosexual, neurotypical, neoliberal male and as such, they must be opposed.

The claim is that such policies undermine profitability - which is nonsense.

What they do is share prosperity, and that is what Trump and his allies oppose. They

want rewards to flow to a few, not many. And they do not care that some will suffer as a result. Instead, they consciously promote the idea that anyone who is not a white, heterosexual, neurotypical, neoliberal male is part of the 'other' who should be excluded from the rewards society has to offer. This is how they will maximise profits for their chosen few.

And, for the record, let's be clear that Kemi Badenoch and Reform are close allies of Trump on this agenda. Kemi Badenoch has already seen fit to challenge the support provided to ADHD, autistic, dyslexic and other groups in society. Reform's Richard Tice talks about the UK as a Christian country, which it is very obviously not given the tiny number of people who go to church. Both have a bias towards men.

This is not just a US phenomenon. It is going to be a growing part of life in the UK as the right-wing agenda creeps ever forward - and no doubt Labour will be embracing it soon. In fact, Starmer's utterly contemptible comments on the civil service yesterday might be an indication of that.

In 1983, Neil Kinnock said, speaking of Margaret Thatcher in the sort of political speech that is now but a memory:

- *I warn you not to be ordinary*
- *I warn you not to be young*
- *I warn you not to fall ill*
- *I warn you not to get old.*

Let me add to that list - all of which are still relevant, most especially with this Labour government in office and add:

- *I warn you not to be different*

Trump, Badenoch and Farage are coming for all those who are different. And Starmer will no doubt join them in doing so.

We live in very dangerous times.